

MOT 6132 Syllabus

MOT Project I (EMBA MOT Capstone I), 3 Credits
Summer 2026

Instructor Information

Instructor: Keith McGreggor, PhD

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Teaching Assistants: TBD

General Course Information

Description

This course (along with the subsequent course MOT 6134 in the fall) will provide you with real-world, hands-on learning on what it's like to create a startup that may be equity-financed. You will learn the language and values of entrepreneurship, and then work in a small team to hone your entrepreneurial skills.

This course is not about how to write a business plan, nor is it an exercise on how smart you are in a classroom, or how well you do research. Instead, leveraging everything you've learned so far in this program, you will be getting your hands dirty talking to customers, partners, and competitors, as you encounter the chaos and uncertainty of how a startup actually works. It is possible that you may create a startup you wish to pursue.

This is a team-based class. Your team will learn how to turn a good idea into a great company. You'll learn how to use a business model to brainstorm each part of a company and the customer development process to get out of the classroom to see whether anyone other than you would want/use your product. Every member of your team will participate in those discovery activities. Finally, you'll see how agile development can help you rapidly iterate your product to build something customers will use and buy.

The lectures and methodology of this course are derivations of those used in the National Science Foundation's Innovation Corps (I-Corps) program, which is in turn based upon the tenets of Lean Startup.

Delivery Method: In-person (EMBA cohort)

Course Learning Outcomes

Upon successful completion of this course, you should be able to:

- Apply the Business Model Canvas to systematically evaluate each component of a startup venture.
- Conduct customer discovery interviews to validate or invalidate business model hypotheses.
- Develop and iterate on a value proposition based on real customer feedback.
- Demonstrate teamwork, leadership, and communication skills in a startup team environment.

- Synthesize lecture material, customer discovery findings, and feedback into a coherent startup strategy.

Required Course Materials

No required textbook. The following books are for reference and are recommended to enhance your understanding of the lecture material:

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, by Osterwalder and Pigneur.

Value Proposition Design: How to Create Products and Services Customers Want, by Osterwalder, Pigneur, Bernarda, Smith, and Papadakos.

Talking to Humans: Success starts with understanding your customers, by Constable, Rimalovski, and Fishburne.

Grading Policy

Final grades will be calculated based on the weighted components below. Students receiving a final average of 90 or above will receive an A; 80 to 89 a B; 70 to 79 a C; 60 to 69 a D; and below 60 an F.

At Georgia Tech, final course grades are awarded on a scale of A–F with no +/- grades permitted.

Assignments

- Individual Homework Assignments: 40%
- Team Presentations and Meetings: 60%

Description of Graded Components

Individual Homework Assignments: Individual homework assignments will be given to show mastery of the assigned reading and/or the lecture material.

Team Presentations and Meetings: Starting with the second class session, your team will be expected to deliver a summary presentation of the activity you've performed along with any additionally assigned material in class. The primary deliverable is the evolution of your startup through the actions of your team.

Note: All course deliverables, unless otherwise specified, must be submitted in PDF format only.

Course Policies

Attendance and/or Participation

Attendance and active participation are expected for all class sessions. The startup culture mimics the time- and cash-constrained environments in which startups operate. You should expect to be pushed, challenged, and questioned in a direct and open manner. Likewise, you are expected to question, challenge a point of view if you disagree, and engage in real dialog with the instructor and the class.

If you must miss a class, please contact the instructor in advance. Extended absences should be coordinated through the Dean of Students' office.

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards.

Review the [Student Code of Conduct](#) and the [Academic Honor Code](#), especially [Appendix A: Graduate Addendum to the Academic Honor Code](#).

Students are expected to perform research in an ethical and responsible manner. All Doctoral and Master's Thesis students are required to take the [Responsible Conduct of Research training](#), and it is expected that students abide by the principles taught in that training while performing research.

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Allegations of scientific or scholarly misconduct are handled in accordance with the procedures outlined by the [Policy for Responding to Allegations of Scientific or Other Scholarly Misconduct](#).

Even though the working and studying for this course is to be done as a team, your individual assignments must be your own personal work. Submitting another's work as your own will be treated as a serious academic infraction.

Core IMPACTS

Not applicable.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. Additional information for research-related work is given in [The Expectations of Advisors and Advisees](#). In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Collaboration, Group Work, and Use of Generative AI

It is our preference that you use your original writing for the assignments given.

However, if you wish, you are permitted to use ChatGPT and other LLMs to support your writing for any assignment. If you choose to do so, you must do both of the following:

1. You must properly cite each section within which any such tool was used, even if you have rephrased, redrawn, edited, or augmented the generated information.

2. In each submission that used such a tool, you must include an appendix of no less than 500 words within which you reflect upon the effect of using that tool on your writing (style, voice, emphasis, etc.).

Extensions, Late Assignments, and Re-Scheduled/Missed Exams

All assignments must be submitted by the posted deadlines. Late work will not be accepted.

If you have technical difficulties submitting the assignment to Canvas, immediately email the instructor and attach your submission. Then, submit it to Canvas as soon as you can thereafter.

If you have an excused absence and cannot submit an assignment by the posted deadlines, we ask you to go through the Dean of Students' office regarding class absences. You may find information on contacting the Dean of Students with regard to personal emergencies here: https://gatech-advocate.symplicity.com/care_report/

Official Course Communication

All official course communication will be conducted via Canvas. Please ensure that you check Canvas frequently.

We will be using Slack as a means for providing feedback to team presentations. You will receive an invite to the class Slack channel.

Office Hours

Office hours will be by appointment only. I will offer a robust set of office hours, spread out across different days and times, to accommodate the wide variance of our mutual schedules. You may come to see me for any reason, either individually or as a team.

Campus Resources for Students

A list of resources for graduate students is given on the [Office of Graduate and Postdoctoral Education website](#). This includes academic resources, student resources, and professional development opportunities.

Student Well-Being

At Georgia Tech, we are concerned about your overall physical, social, and mental well-being. A comprehensive list of wellness-related resources has been compiled and maintained by the [Office of the Vice President for Student Engagement and Well-being](#).